IN THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method for providing enhanced advertising of a 2-D video broadcast, comprising:

receiving the 2-D video broadcast, wherein the 2-D video broadcast comprises a 2-D advertisement containing a 2-D image[[,]] and one or more 3-D shapes of text;

generating a 3-D highlighted image from the 2-D image using a 3-D image and an image processor at the viewer's system;

applying the 3-D shapes of text to the 3-D highlighted image to generate a localized 3-D highlighted image; and

displaying the localized 3-D highlighted image to a specific viewer.

2. (Original) The method according to claim 1, wherein applying the 3-D shapes of text comprises:

using the 3-D shapes of text as a template; and

cutting the 3-D highlighted image around the template.

3. (Original) The method according to claim 2, wherein applying the 3-D shapes of text further comprises displaying a color to contrast the 3-D highlighted image.

4. (Original) The method according to claim 1, wherein applying the 3-D shapes of text further comprises embossing the 3-D shapes of text within the 3-D highlighted image.

5. (Original) The method according to claim 1, wherein applying the 3-D shapes of text further comprises raising the 3-D shapes of text above the 3-D highlighted image.

6. (Original) The method according to claim 1, further comprising selecting a specific 3-D shapes of text for the specific viewer.

2

7. (Currently Amended) A system for providing enhanced advertising of a 2-D video broadcast, comprising:

    means for receiving the 2-D video broadcast, wherein the 2-D video broadcast comprises a 2-D advertisement containing a 2-D image, and one or more 3-D shapes of text;

    means at a viewer's system for generating a 3-D highlighted image from the 2-D image ;

    means for applying the 3-D shapes of text to the 3-D highlighted image to generate a localized 3-D highlighted image; and

    means for displaying the localized 3-D highlighted image to a specific viewer.

8. (Original) The system according to claim 7, wherein the means for applying the 3-D shapes of text comprises:

    means for using the 3-D shapes of text as a template; and

    means for cutting the 3-D highlighted image around the template.

9. (Original) The system according to claim 8, wherein the means for applying the 3-D shapes of text further comprises means for displaying a color to contrast the 3-D highlighted image.

10. (Original) The system according to claim 7, wherein the means for applying the 3-D shapes of text further comprises means for embossing the 3-D shapes of text within the 3-D highlighted image.

11. (Original) The system according to claim 7, wherein the means for applying the 3-D shapes of text further comprises means for raising the 3-D shapes of text above the 3-D highlighted image.

3

12. (Original) The system according to claim 7, further comprising means for selecting a specific 3-D shapes of text for the specific viewer.

13. (Currently Amended) A computer-readable medium having stored thereon a plurality of instructions for providing enhanced advertising of a 2-D video broadcast, said plurality of instructions when executed by a computer, cause said computer to perform:

    receiving the 2-D video broadcast, wherein the 2-D video broadcast comprises a 2-D advertisement containing a 2-D image, and one or more 3-D shapes of text;

    generating a 3-D highlighted image from the 2-D image using an image processor at a viewer's system;

    applying the 3-D shapes of text to the 3-D highlighted image to generate a localized 3-D highlighted image; and

    displaying the localized 3-D highlighted image to a specific viewer.

14. (Original) The computer-readable medium of claim 13 having stored thereon additional instructions, said additional instructions when executed by a computer for applying the 3-D shapes of text, cause said computer to further perform:

    using the 3-D shapes of text as a template; and

    cutting the 3-D highlighted image around the template.

15. (Original) The computer-readable medium of claim 14 having stored thereon additional instructions, said additional instructions when executed by a computer for applying the 3-D shapes of text, cause said computer to further perform displaying a color to contrast the 3-D highlighted image.

16. (Original) The computer-readable medium of claim 13 having stored thereon additional instructions, said additional instructions when executed by a computer for applying the 3-D shapes of text, cause said computer to further perform embossing the 3-D shapes of text within the 3-D highlighted image.

4

17. (Original) The computer-readable medium of claim 13 having stored thereon additional instructions, said additional instructions when executed by a computer for applying the 3-D shapes of text, cause said computer to further perform raising the 3-D shapes of text above the 3-D highlighted image.

18. (Original) The computer readable medium according to claim 13, having stored thereon additional instructions, said additional instructions when executed by a computer, cause said computer to further perform selecting a specific 3-D shapes of text for the specific viewer.

19. (Currently Amended) A set top box for generating 3-D enhanced advertising from 2-D video broadcasts, comprising:
    a processor coupled to a bus; and
    a storage device coupled to the bus, wherein the storage device is configured to store
        instructions executed by the processor;
    wherein the processor receives the 2-D video broadcast, wherein the 2-D video
        broadcast comprises a 2-D advertisement containing a 2-D image, a unique
        identifier associated with said 2-D image and one or more 3-D shapes of text;
        generates a 3-D highlighted image from the 2-D image at a viewer's system
        based on said unique identifier; applies the 3-D shapes of text to the 3-D
        highlighted image to generate a localized 3-D highlighted image; and displays
        the localized 3-D highlighted image to a specific viewer.

20. (Original) The set top box of claim 19, wherein the processor uses the 3-D shapes of text as a template; and cuts the 3-D highlighted image around the template.

21. (Original) The set top box of claim 20 wherein the processor displays a color to contrast the 3-D highlighted image.

22. (Original) The set top box of claim 19, wherein the processor embosses the 3-D shapes of text within the 3-D highlighted image.

23. (Original) The set top box of claim 19, wherein the processor raises the 3-D shapes of text above the 3-D highlighted image.

24. (Original) The set top box of claim 19, wherein the processor selects a specific 3-D shapes of text for the specific viewer.